Home Grounds, Gardening, and Home Pests

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V(A). Planned Program (Summary)

1. Name of the Planned Program

Home Grounds, Gardening, and Home Pests

V(B). Program Knowledge Area(s)

1. Program Knowledge Areas and

KA Code	Knowledge Area	%1862 Extension	%1890 Extension	%1862 Research	%1890 Research
102	Soil, Plant, Water, Nutrient Relationships	20%	0%		
111	Conservation and Efficient Use of Water	20%	20%		
125	Agroforestry	0%	75%		
205	Plant Management Systems	20%	5%		
211	Insects, Mites, and Other Arthropods Affecting Plants	10%	0%		
212	Pathogens and Nematodes Affecting Plants	10%	0%		
215	Biological Control of Pests Affecting Plants	20%	0%		
	Total	100%	100%		

V(C). Planned Program (Inputs)

1. Actual amount of professional FTE/SYs expended this Program

Year: 2007	Extension		Research	
	1862	1890	1862	1890
Plan	25.9	6.3	0.0	0.0
Actual	27.2	4.3	0.0	0.0

2. Actual dollars expended in this Program (includes Carryover Funds from previous years)

Extension		Research	
Smith-Lever 3b & 3c	1890 Extension	Hatch	Evans-Allen
577918	258446	0	0
1862 Matching	1890 Matching	1862 Matching	1890 Matching
649567	258446	0	0
1862 All Other	1890 All Other	1862 All Other	1890 All Other
2957482	455228	0	0

V(D). Planned Program (Activity)

1. Brief description of the Activity

The primary activities in this area are 8 statewide Extension Team Projects. These are:

ETP20A Urban Horticulture Initiatives Program - U&NNTP
ETP20A1 - Horticulture Therapy Programs - Urban Horticulture Program - U&NNTP
ETP20B - Urban New Nontraditional Urban Horticultural Enterprises - Urban Nontraditional Commercial Horticulture Program - U&NNTP

ETP20D - Household and Structure pest Insects Management (with 3 sub-projects for home ground, urban forestry, and commercial horticulture)
ETP20E - Alabama Master Gardener Program
ETP20F1 - Pesticide Safety Education Program (PSEP)
ETP20G - Home Horticulture Hotline
ETP20H - Yard and Garden 101- Home Pest & Pest Management

Each project includes a variety of educational activities. Detailed descriptions of the activities of these projects are available on the ACES intranet.

Project 20B Urban New and Nontraditional Programs is described in detail in this and all other sections. The goal of this program is to improve the quality of life, provide training for viable new nontraditional horticulture enterprises, and increase farm income. Enterprises will include: beekeeping, vermiculture, mushrooms, water catchment system for irrigation of commercial crops, farmers' markets, others as requested by PAC or other stakeholders. Programs were initiated to train producers on production/marketing/harvesting of crops from selected enterprises, assist in the establishment of commercial enterprises, increase income of producers, encourage producers to reinvest some of profits into enterprise expansion, establish water catchment systems for irrigation, assist with establishment of Farmers' Markets.

&bull7 shiitake demonstrations and tours were conducted.
&bull2 water catchment tours were conducted.
&bull1 water catchment training was conducted
&bull1 proposal was submitted for water catchment funding
&bull2 proposals were submitted for mushroom research.
&bull3 farmers&rsquo market meetings were conducted
&bull2 farmers&rsquo market days were held for the sale of produce.
&bullContinued vermiculture programming at Wetlands Edge Environmental Center
&bullContinued Apiculture project with 7 producers.
&bullContinued water catchment, shiitake and oyster mushroom research
&bullNewpaper and radio media on shiitake mushrooms production and water catchment programs.

2. Brief description of the target audience

The primary target audiences are the general public, farmers, Alabama Department of Agriculture, RC&D Council, County Commissioners (Lawrence), city council (Moulton) and Jones Valley Urban Farm. The target audience is generally over 21, male and female, and racial mix varies with location.

V(E). Planned Program (Outputs)

1. Standard output measures

Target for the number of persons (contacts) reached through direct and indirect contact methods

	Direct Contacts Adults	Indirect Contacts Adults	Direct Contacts Youth	Indirect Contacts Youth
Year	**Target**	**Target**	**Target**	**Target**
Plan	55000	600000	20000	200000
2007	829	65610	196	0

2. Number of Patent Applications Submitted (Standard Research Output)

Patent Applications Submitted

Year	Target
Plan:	0
2007:	0

Patents listed

3. Publications (Standard General Output Measure)

Number of Peer Reviewed Publications

	Extension	Research	Total
Plan			
2007	1	0	1

V(F). State Defined Outputs

Output Target
Output #1

Output Measure

? This program area will include numerous output activities and methods as part of the Extension Team Projects (ETPs) which are described/explained in the prior "outcome activities and methods sections." The success of many of these outcomes will be formally evaluated/measured by using individual activity evaluation forms designed specifically for each activity, the success of other activities and methods will be measured by the level of participation in the activity. In the target boxes below for each year, we are indicating the number of individual activities within the ETPs for this program area that will be formally evaluated using an evaluation instrument designed specifically for that activity.

Year	Target	Actual
2007	8	0

Output #2

Output Measure

? Outcomes and impacts anticipated are: increased knowledge of potential producers, establishment of new enterprises, increase income of producers of new enterprises, expansion of enterprises beyond current year levels, increase production potential with new water resources.

Year	Target	Actual
2007	{No Data Entered}	73277

V(G). State Defined Outcomes

O No.	Outcome Name
1	A major outcome will be the number of regional horticultural hot-line centers that are created and staffed by Master Gardener Volunteers.
2	Each ACES employee is required to provide a success story on the program activity which they felt best demonstrates the impacts of their work. These success stories contain the following elements: Why: Explain the reason the program was done, or the situation or problem that the program addressed What: Specifically what was done and how it was done. When: If this was a one-time event, the date it occurred. If it is was a series of events, or an on-going program, when it began. Where: Specific location-- the county or counties involved. Who and how many: The &ldquowho&rdquo includes both who did the program and who were the clients of the program, as well as how many people were served. So what: This is the part that gives the real meaning to &ldquosuccess&rdquo. The basic question to be answered in this part is &ldquowhat difference did this program make&rdquo. The difference may be measured in terms of dollars, or in changes in habits, lifestyles or attitudes. Whenever possible use numbers to show the effect of the program. If it is not possible to use numbers, provide a qualitative measurement like client comments or another type of testimonial about the program. Since this program area is very broad in scope and contains multiple Extension Team Projects which have different outcomes measures, the impacts for this program area are best measured in the number and quality of the success stories generated by the individuals who work on these projects. Therefore, one very significant outcome measure is the number of success stories generated.
3	Outcomes were measured using surveys to determine: behavior changes, value of service or program, knowledge gained, program evaluation. Data collected during the program/project includes: yields, income, market sales, and number of catchment systems.

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Outcome #1

1. Outcome

A major outcome will be the number of regional horticultural hot-line centers that are created and staffed by Master Gardener Volunteers.

2. Associated Institution Types

- 1862 Extension
- 1890 Extension

3a. Outcome Type:

Change in Condition Outcome Measure

3b. Quantitative Outcome

Year	Quantitative Target	Actual
2007	4	0

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

What has been done

Results

4. Associated Knowledge Areas

KA Code	Knowledge Area
212	Pathogens and Nematodes Affecting Plants
102	Soil, Plant, Water, Nutrient Relationships
205	Plant Management Systems
215	Biological Control of Pests Affecting Plants

Outcome #2

1. Outcome

Each ACES employee is required to provide a success story on the program activity which they felt best demonstrates the impacts of their work. These success stories contain the following elements: Why: Explain the reason the program was done, or the situation or problem that the program addressed What: Specifically what was done and how it was done. When: If this was a one-time event, the date it occurred. If it is was a series of events, or an on-going program, when it began. Where: Specific location-- the county or counties involved. Who and how many: The &ldquowho&rdquo includes both who did the program and who were the clients of the program, as well as how many people were served. So what: This is the part that gives the real meaning to &ldquosuccess&rdquo. The basic question to be answered in this part is &ldquowhat difference did this program make&rdquo. The difference may be measured in terms of dollars, or in changes in habits, lifestyles or attitudes. Whenever possible use numbers to show the effect of the program. If it is not possible to use numbers, provide a qualitative measurement like client comments or another type of testimonial about the program. Since this program area is very broad in scope and contains multiple Extension Team Projects which have different outcomes measures, the impacts for this program area are best measured in the number and quality of the success stories generated by the individuals who work on these projects. Therefore, one very significant outcome measure is the number of success stories generated.

2. Associated Institution Types

- 1862 Extension
- 1890 Extension

3a. Outcome Type:

Change in Condition Outcome Measure

3b. Quantitative Outcome

Year	Quantitative Target	Actual
2007	15	0

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

What has been done

Results

4. Associated Knowledge Areas

KA Code	Knowledge Area
102	Soil, Plant, Water, Nutrient Relationships
205	Plant Management Systems
215	Biological Control of Pests Affecting Plants
211	Insects, Mites, and Other Arthropods Affecting Plants
125	Agroforestry
111	Conservation and Efficient Use of Water
212	Pathogens and Nematodes Affecting Plants

Outcome #3

1. Outcome

Outcomes were measured using surveys to determine: behavior changes, value of service or program, knowledge gained, program evaluation. Data collected during the program/project includes: yields, income, market sales, and number of catchment systems.

2. Associated Institution Types

•1890 Extension

3a. Outcome Type:

Change in Condition Outcome Measure

3b. Quantitative Outcome

Year	Quantitative Target	Actual
2007	{No Data Entered}	73277

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

Stakeholders include farmers, Alabama Department of Agriculture, Rural Development Councils, County Commissioners, City Council and Jones Valley Urban Farm. Programs were initiated to train producers on production/marketing/harvesting of selected enterprises, establishment of commercial enterprises, increase income, encourage reinvestment into enterprise expansion, water catchment systems for irrigation, Farmers' Market establishment.

What has been done

* 7 shiitake demonstrations and tours
* 2 water catchment tours
* 1 water catchmnent training
* 1 proposal for water catchment
* 2 proposals on mushroom waste for pest control
* 3 farmers' market meetings
* 2 farmers' market days for the sale of produce
* Vermiculture programming at Wetlands Edge Environmental Center
* Apiculture project with 9 producers
* Water catchment, shiitake and oyster mushroom research
* Newspaper and radio media on shiitake mushroom production and water catchment.

Results

* 3 shiitake mushroom demonstrations--15 participants, 500 logs inoculated.
* 4 mushroom farm/research tours.
* 4 water catchment tours, one presentation.
* 1 research paper in internal review.
* 1 mushroom publication
* 1000 logs inoculated for agroforestry production with water catchment.
* Vermiculture projects: $109 in worm, fertilizer and potting soil sales.
* 3 apiculture projects: 32 gallons of honey, $1280.
* Bees pollinated about 15 acres of watermelons, vegetables, soybeans and cotton. Increasing returns $3900/10 acres.
* Fruit and vegetable growers organized two temporary farmers' market events. Growers sold $18,000 for both market days. Sales increased hourly returns by $156/hour compared to other markets.
* County commissioners and the city obtained $50,000+ to build a new facility available in 2008.

4. Associated Knowledge Areas

KA Code	Knowledge Area
205	Plant Management Systems
111	Conservation and Efficient Use of Water
125	Agroforestry

V(H). Planned Program (External Factors)

External factors which affected outcomes

? Natural Disasters (drought,weather extremes,etc.)
? Economy
? Appropriations changes
? Government Regulations
? Competing Public priorities
? Competing Programatic Challenges

Brief Explanation

Fungus destroyed major worm producer crop.
Drought destroyed 16 bee hives.
Drought destroyed 1000 mushroom logs inoculated in 2006.
Program priorities for energy have reduced funding resources for water management.

V(I). Planned Program (Evaluation Studies and Data Collection)

1. Evaluation Studies Planned

? After Only (post program)
? Retrospective (post program)
? Before-After (before and after program)
? During (during program)

Evaluation Results

&bull77% knowledge gained about shiitake mushroom production
&bull62% likelihood participants will grow shiitake mushrooms.
&bull75% increase in knowledge of fruit production.
&bull71% increase in knowledge of rainwater catchment systems.
&bull73% likelihood participants will collect rainwater for irrigation.

Key Items of Evaluation

The Urban New and Nontraditional Enterprises Extension Team project had a $74,000 impact in 2007. The greatest contribution to this impact is the development of a farmers market in Moulton, AL. The temporary farm-to-market days resulted in not only $18,000 in income for farmers, but also a resource for local residents to obtain locally grown fresh produce and the establishment of a permanent market that is almost completed. Farmers sold their produce in one-fourth the time, reducing the number of hours they had to spend at the market and the labor they had to pay for marketing. Other project activities represented by this program include: • 3 shiitake mushroom hands-on demonstrations for 15 participants were conducted in Birmingham, Tuscaloosa and Mobile. 500 logs were inoculated. • 4 mushroom farm/research tours were conducted. Results of one post-program survey indicate there was a 77% knowledge gain about mushrooms and a 75% increase in knowledge about fruit production. There is a 62% likelihood that the responding participants will start growing shiitake mushrooms. • 4 water catchment tours were conducted and one water catchment presentation. Post tour surveys indicated a 71% increase in knowledge of rainwater catchment systems. There is a 73% likelihood that the responding participants will collect rainwater for irrigation. • Water catchment demonstration system that collected over 2,000 gallons of water for irrigation. • 1 research paper is currently in the internal review process. • 1,000 logs were inoculated for agroforestry production with water catchment. • Vermiculture projects generated $108.86 in worms sales, fertilizer and potting soil. A fungus destroyed the major worm producer this year, significantly reducing yields. • 3 apiculture projects produced 32 gallons of honey worth $1,280. Four producers had no honey and 16 hives were lost due to drought. • Bees were used to pollinate about 15 acres of watermelons, vegetables, soybeans and cotton. Yield increases of 25-30% and improvement of melon quality are normal. Yields were not compared to non pollinated crops due to the size of the acreage and farms. Assuming an average yield of 800 melons per acre, a 30% increase in yield would improve returns by about $336/acre or $3,360 for 10 acres. Average cotton yields in Alabama are 645 pounds per acre. A 15 to 20% increase due to pollination would result in yields of 741 to 774 pounds per acre. At a price of $0.55 per pound, that is a total increase in returns of $52.80 /acre or $528.00 for 10 acres. • A series of meetings were conducted to organize fruit and vegetable growers into a cohesive group that resulted in two temporary farmers' market events. The growers sold an average of about $750 per grower in about two hours for a total of $18,000 for both market days. Sales at this market provided producers with a $187.50/hour return compared to an hourly return of $31.25 at other markets. • As a result of the success of these two market days, the county commission and the city have obtained in excess of $50,000 to construct a new facility for growers. This facility will be available for producers in 2008.